

Noam Wolf - July 18, 2025

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IN THE UNITED STATES DISTRICT COURT  
FOR THE EASTERN DISTRICT OF VIRGINIA  
ALEXANDRIA DIVISION

UNITED STATES OF AMERICA, )  
et al., )  
Plaintiffs, )  
-vs- ) Case No.  
GOOGLE, LLC, ) 1:23-cv-00108-LMB-  
Defendant. ) JFA

VIDEO RECORDED EXAMINATION  
OF NOAM WOLF

TAKEN ON

FRIDAY, JULY 18, 2025

CERTIFIED STENOGRAPHER:

JESSIE WAACK, RDR, CRR, CCRR, NYRCR, NYACR,  
CCR-NJ (No. 30XI008238700) CSR-TX (No. 11958)  
CCR-WA (No. 21007264), CSR-CA (No. 14420),  
REALTIME SYSTEMS ADMINISTRATOR  
JOB NO.: 990847

Noam Wolf - July 18, 2025

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

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What does Google commit to -- in  
terms of uptime for publishers using Google  
Ad Manager?

[REDACTED]

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Testimony Not Designated by the Parties

Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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[REDACTED]

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N. WOLF - 07/18/2025

[REDACTED]

Testimony Not Designated by the Parties

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[REDACTED]

Testimony Not Designated by the Parties

Noam Wolf - July 18, 2025

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

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N. WOLF - 07/18/2025

[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties

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[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties

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[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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Noam Wolf - July 18, 2025

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200

N. WOLF - 07/18/2025

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[REDACTED]

Testimony Not Designated by the Parties

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[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties

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202

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

[REDACTED]

[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

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[REDACTED]

Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

Noam Wolf - July 18, 2025

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205

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

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206

1 N. WOLF - 07/18/2025

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6 [REDACTED]

7 [REDACTED]

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15 Testimony Not Designated by the Parties

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	N. WOLF - 07/18/2025	207
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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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209

N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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[REDACTED]

[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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15	[REDACTED]	
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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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[REDACTED]

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[REDACTED]

Testimony Not Designated by the Parties

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217

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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219

1 N. WOLF - 07/18/2025

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14 Testimony Not Designated by the Parties

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	N. WOLF - 07/18/2025	220
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1	N. WOLF - 07/18/2025	
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N. WOLF - 07/18/2025

222

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Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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1	N. WOLF - 07/18/2025	
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N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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227

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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[REDACTED]



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228

N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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230

N. WOLF - 07/18/2025

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16 Testimony Not Designated by the Parties

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25 [REDACTED]

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231

N. WOLF - 07/18/2025

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15 [REDACTED]

16 [REDACTED]

17 Testimony Not Designated by the Parties

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13	[REDACTED]	
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16	[REDACTED]	
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18	[REDACTED]	
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22	[REDACTED]	
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24	[REDACTED]	
25	Testimony Not Designated by the Parties	

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

Testimony Not Designated by the Parties

Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

[REDACTED]

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Testimony Not Designated by the Parties

[REDACTED]

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N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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[REDACTED]

[REDACTED]

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N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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	N. WOLF - 07/18/2025	240
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9	Testimony Not Designated by the Parties	
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13	[REDACTED]	
14	Testimony Not Designated by the Parties	
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22	[REDACTED]	
23	[REDACTED]	
24	[REDACTED]	
25	Testimony Not Designated by the Parties	

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Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

Noam Wolf - July 18, 2025

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties



Noam Wolf - July 18, 2025

251

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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[REDACTED]

[REDACTED]

[REDACTED]

Noam Wolf - July 18, 2025

252

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N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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Noam Wolf - July 18, 2025

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

[REDACTED]

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Testimony Not Designated by the Parties

[REDACTED]

Noam Wolf - July 18, 2025

254

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

Noam Wolf - July 18, 2025

255

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

Noam Wolf - July 18, 2025

256

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N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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Noam Wolf - July 18, 2025

257

N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

Testimony Not Designated by the Parties

Noam Wolf - July 18, 2025

258

N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties



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Noam Wolf - July 18, 2025

261

N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

Testimony Not Designated by the Parties

Testimony Not Designated by the Parties

Noam Wolf - July 18, 2025

262

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

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[REDACTED]

[REDACTED]

Noam Wolf - July 18, 2025

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25	[REDACTED]	

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

Noam Wolf - July 18, 2025

265

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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[Redacted text block containing multiple lines of blacked-out text]

Noam Wolf - July 18, 2025

268

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N. WOLF - 07/18/2025

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[REDACTED]

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[REDACTED]

Testimony Not Designated by the Parties

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[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]



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	N. WOLF - 07/18/2025	269
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N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

Testimony Not Designated by the Parties

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271

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N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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272

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

[REDACTED]

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[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

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273

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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274

N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

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[REDACTED]

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N. WOLF - 07/18/2025

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[REDACTED]

Testimony Not Designated by the Parties



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278

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

[REDACTED]

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N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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	N. WOLF - 07/18/2025	280
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25	[REDACTED]	

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1 N. WOLF - 07/18/2025

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Q. Right. I think we're talking  
past each other, so let me try to make sure  
I understand.

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I'm trying to understand when  
most of the arrows in 302 occur in the  
chain of sequences that currently take  
place in Google's ad stack. So maybe I'll  
lay that out, and you tell me where --  
whether this is true.

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Is it accurate to say that if  
Google implements what's shown on 302, an  
ad request would enter GFE and then go  
through BOW and then go through the  
supermixer and then go to Prebid server?

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ATTORNEY PHILLIPS: Object to  
form.

Go ahead.

THE WITNESS: There's gonna be  
more stuff between supermixer and

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1 N. WOLF - 07/18/2025

2 Prebid server, but, yes.

3 BY ATTORNEY TESLICKO:

4 [REDACTED]

5 [REDACTED]

6 [REDACTED]

7 [REDACTED]

8 Testimony Not Designated by the Parties

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[REDACTED]

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[REDACTED]

22 Testimony Not Designated by the Parties

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[REDACTED]

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N. WOLF - 07/18/2025

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[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

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N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties



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N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

Testimony Not Designated by the Parties

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298

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

[REDACTED]

[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]

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N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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301

N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

Testimony Not Designated by the Parties

Testimony Not Designated by the Parties

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304

1 N. WOLF - 07/18/2025

2 [REDACTED]

3 [REDACTED]

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11 [REDACTED]

12 Testimony Not Designated by the Parties

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23 [REDACTED]

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25 [REDACTED]



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305

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

Testimony Not Designated by the Parties

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BY ATTORNEY TESLICKO:

[REDACTED]

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[REDACTED]

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Testimony Not Designated by the Parties

Testimony Not Designated by the Parties

ATTORNEY PHILLIPS: Object to  
form.

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24	[REDACTED]	
25	[REDACTED]	

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310

N. WOLF - 07/18/2025

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N. WOLF - 07/18/2025

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	N. WOLF - 07/18/2025	313
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24	[REDACTED]	
25	[REDACTED]	



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314

N. WOLF - 07/18/2025

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N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

[REDACTED]

[REDACTED]

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Testimony Not Designated by the Parties

[REDACTED]

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318

N. WOLF - 07/18/2025

Testimony Not Designated by the Parties

[REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties

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N. WOLF - 07/18/2025

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Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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Testimony Not Designated by the Parties

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

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[REDACTED]

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Testimony Not Designated by the Parties

[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]



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	N. WOLF - 07/18/2025	324
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2	[REDACTED]	
3	[REDACTED]	
4	[REDACTED]	
5	[REDACTED]	
6	[REDACTED]	
7	[REDACTED]	
8	[REDACTED]	
9	[REDACTED]	
10	[REDACTED]	
11	[REDACTED]	
12	[REDACTED]	
13	[REDACTED]	
14	Testimony Not Designated by the Parties	
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16	[REDACTED]	
17	[REDACTED]	
18	[REDACTED]	
19	[REDACTED]	
20	[REDACTED]	
21	Testimony Not Designated by the Parties	
22	[REDACTED]	
23	[REDACTED]	
24	[REDACTED]	
25	[REDACTED]	

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	N. WOLF - 07/18/2025	325
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2 meet with publishers, so that's -- that's  
3 kind of a given.

4 There are escalations where I  
5 meet with publishers. There's business  
6 development where I go and meet with  
7 publishers.

8 It really varies. I don't know.  
9 At least once a month.

10 [REDACTED]  
11 [REDACTED]  
12 [REDACTED]  
13 [REDACTED]  
14 [REDACTED]  
15 [REDACTED]  
16 [REDACTED]  
17 [REDACTED]  
18 [REDACTED]  
19 [REDACTED]

20 Testimony Not Designated by the Parties

21 Q. What is the nature of escalations  
22 that lead you to meet with publishers?

23 Testimony Not Designated by the Parties  
24 [REDACTED]

25 THE WITNESS: If -- if



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[REDACTED]

[REDACTED]

[REDACTED]

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[REDACTED]

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Q. So GAIA cookies are solely used  
for authentication, not for tracking?

A. The GAIA cookie is used for  
authentication.

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[REDACTED]

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[REDACTED]

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Testimony Not Designated by the Parties

[REDACTED]

[REDACTED]

Testimony Not Designated by the Parties

[REDACTED]